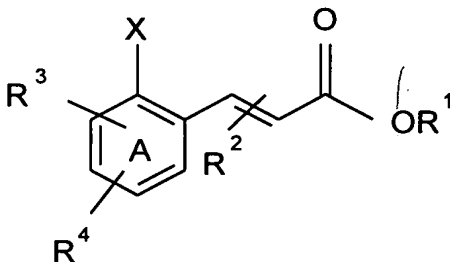


What Is Claimed Is:

1. A compound of Formula I



5

wherein

A is selected from benzene and naphthalene rings;

10

R<sup>1</sup> is a saturated, unsaturated, straight, branched, alicyclic or an aromatic C<sub>10</sub>-C<sub>30</sub> hydrocarbon residue which can contain heteroatoms and can be substituted by an ionic substituent;

15

R<sup>2</sup> in 2- or 3-position is a hydrogen, a straight or branched C<sub>1</sub>-C<sub>6</sub> residue, an optionally substituted aromatic or an optionally substituted heterocyclic residue;

20

R<sup>3</sup> and R<sup>4</sup> are a hydrogen, a straight or branched C<sub>1</sub>-C<sub>6</sub> alkyl, a C<sub>1</sub>-C<sub>6</sub> alkoxy residue, a substituted or condensed heterocyclic residue, -OH, -NO<sub>2</sub>, -NH<sub>2</sub>, -N(C<sub>1</sub>-C<sub>6</sub> alkyl)<sub>2</sub>, -N(hydroxyalkyl)<sub>2</sub>, -NHCO<sub>2</sub>CH<sub>3</sub> or -NH(heterocycle),

25

wherein R<sup>2</sup>, R<sup>3</sup> and R<sup>4</sup> are the same or different;

X is an -OH or NHR<sup>6</sup>, wherein R<sup>6</sup> is a hydrogen, a saturated or unsaturated, straight or branched C<sub>1</sub>-C<sub>20</sub> hydrocarbon, or

an optionally substituted aromatic or heterocyclic residue;

and the acrylic double bond is of the E configuration.

5

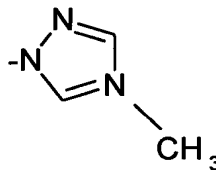
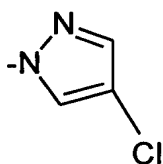
2. A compound according to claim 1 wherein  $R^1$  is a saturated, unsaturated, straight or branched  $C_{10}$ - $C_{30}$  hydrocarbon residue comprising one or more O atoms, N atoms, C(O) groups, alkoxy groups and mixtures thereof.

10

3. A compound according to claim 1 wherein  $R^1$  is a saturated, unsaturated, straight or branched  $C_{10}$ - $C_{30}$  hydrocarbon residue substituted by an ionic substituent of Formula  $NR^5_3^+$ , wherein  $R^5$  is a residue of a fatty acid or an alkyl group with 1 to 30 carbon atoms.

15

4. A compound according to claim 1 wherein  $R^2$  is a heterocyclic residue of Formula



20

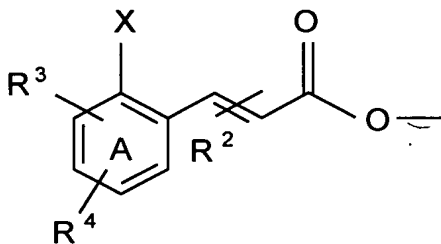
5. A compound according to claim 1 wherein at least one of  $R^3$  and  $R^4$  is a five membered heterocyclic residue comprising N atoms and/or O atoms.

25

6. A compound according to claim 1 wherein at least one of  $R^3$  and/or  $R^4$  is a hydrogen,  $-N(C_1-C_6 \text{ alkyl})_2$ ,  $-NH_2$ , or a five membered heterocyclic residue, substituted by  $C_1$ - $C_6$  aliphatic and/or aromatic substituents.

30

7. A compound according to claim 1 wherein  $R^2$  is hydrogen or methyl.
- 5 8. A compound according to claim 1 wherein  $R^1$  is a residue of an olfactory alcohol of Formula  $R^1OH$ .
9. A compound according to claim 1 wherein  $R^1$  is a residue of the enol form of an olfactory aldehyde of Formula  $R^1HO$ .
- 10 10. A compound according to claim 1 wherein  $R^1$  is a residue of the enol form of an olfactory ketone of Formula  $R^1O$ .
11. A compound according to claim 1 wherein  $R^1$  is a substituted alkyl, an alkenyl or an arylalkyl residue
- 15 carrying a 1-alkoxy, 1-aryloxy or 1-arylalkoxy residue.
12. A compound according to claim 1 wherein a residue of Formula Ia:

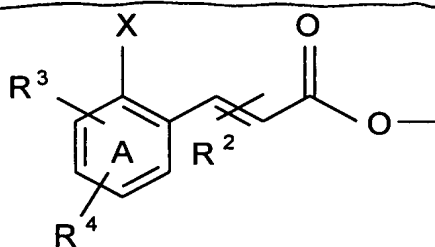


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is a precursor for a fragrant coumarin.

13. A compound according to claim 1 wherein a residue of
- 25 Formula Ia

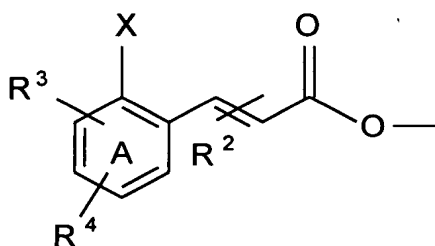
T320X



is a precursor for a fluorescent whitening coumarin.

- 5 14. A compound according to claim 12 wherein  $R^1$  is a residue of an olfactory alcohol, an aldehyde or ketone and the residue of Formula Ia

T321X



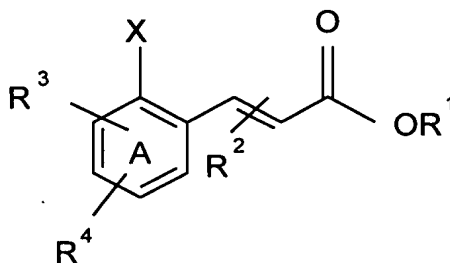
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is a precursor for a fragrant coumarin.

- 15 15. A method for preparing compositions which provide upon activation organoleptic, antimicrobial or fluorescent whitening properties comprising incorporating into one of these compositions a compound of Formula I:

(I)

T322X



20

wherein

A is selected from benzene and naphthalene rings;

5         $R^1$  is a saturated, unsaturated, straight, branched, alicyclic or an aromatic  $C_{10}$ - $C_{30}$  hydrocarbon residue which can contain heteroatoms and can be substituted by an ionic substituent;

10         $R^2$  in the 2- or 3-position is a hydrogen, a straight or branched  $C_1$ - $C_6$  residue, an optionally substituted aromatic or an optionally substituted heterocyclic residue;

15         $R^3$  and  $R^4$  are a hydrogen, a straight or branched  $C_1$ - $C_6$  alkyl, a  $C_1$ - $C_6$  alkoxy residue, a substituted or condensed heterocyclic residue,  $-OH$ ,  $-NO_2$ ,  $-NH_2$ ,  $-N(C_1-C_6 \text{ alkyl})_2$ ,  $-N(\text{hydroxyalkyl})_2$ ,  $-NHCO_2CH_3$  or  $-NH(\text{heterocycle})$ ;

wherein  $R^2$ ,  $R^3$  and  $R^4$  are the same or different;

20        X is an  $-OH$  or  $NHR^6$ , wherein  $R^6$  is a hydrogen, a saturated or unsaturated, straight or branched  $C_1$ - $C_{20}$  hydrocarbon, or an optionally substituted aromatic or heterocyclic residue; and

25        the acrylic double bond is of the E configuration.

16. A method according to claim 15 wherein the precursors are incorporated into laundry products.

30        17. A method according to claim 15 wherein the precursors are incorporated into tobacco products.

18. A method according to claim 15 wherein the precursors are incorporated into cosmetics and toiletries.